# **DOWNTOWN MANISTEE**

-michigan —

The Mission of the Manistee Downtown Development Authority is to foster the development and promotion of an identifiable and attractive downtown area that will strengthen business and a sense of community ownership.

Special Board Meeting March 2<sup>nd</sup>, 2020 at 8 am City Hall Council Chambers, 3<sup>rd</sup> Floor

- 1. Call to order Chair
- 2. Approval of Agenda
- 3. Public comment. (Limit 5 minutes per person).
- 4. Old Business
  - a. CONSIDERATION OF AGREEMENT WITH LITTLE RIVER HOLDINGS, LLC FOR THE SALE OF 285 RIVER STREET FOR THE DEVELOPMENT AND ACTIVATION OF THE SITE.

Little River Holdings, LLC is working with a group of private investors for a greater project that 285 River Street will be an enhancement to. The selling of this property will allow for greater funding opportunities and control of the project, when presenting to developers. Please see attached agreement.

- B. STATEMENT: THE MANISTEE DDA BOARD AUTHORIZES CHAIRPERSON KYLE MOSHER AS THE SIGNER FOR THE SALE OF 285 RIVER STREET TO LITTLE RIVER HOLDINGS, LLC.
- c. DISCUSSION OF MANISTEE DDA 2020-2021 BUDGET PROPOSAL TO THE CITY OF MANISTEE CITY COUNCIL.

The final draft of the DDA Budget is due to the City for inclusion in the City Budget by Tuesday, March 24<sup>th</sup>, 2020. The recommendations from today's special board meeting will provide the executive director the direction and support for submitting of the DDA Budget to the City Staff before this deadline.

- 5. New Business
- 6. Board Member comments
- 7. Public Comment. (Limit 5 minutes per person).
- 8. Adjournment

### Attachments:

2020 City Directory
Strategic Planning Workshop – January 8<sup>th</sup>, 2020
Manistee DDA 2020 Strategic Planning Session Report - MSU Extension
Development and TIF amendment, page 16, DDA TIF Projects Budget
DRAFT Budget Worksheet

<u>DOWNTOWN DEVELOPMENT AUTHORITY</u> Four Year Term - 2<sup>nd</sup> Wed @ 8:00am Purpose: Central Business District and Tax Increment Financing Authority

Thad Taylor 398-2801 (work) Appointed 05/19 ttaylor@manisteemi.gov City Manager James Beaudrie 398-7435 Expires: 06/30/20 1249 Maple Road 231-887-4644 (work) Appointed: 02/20manisteebeveragecompany@gmail.com interest member Kyle Mosher 616-403-9633 Expires: 06/30/20 50 Greenbush St CHAIR Appointed: 02/19ascentpropertiesmanistee@gmail.com interest member Bruce Allen 301-259-1759 Expires: 06/30/21 74 Pine Street Appointed: 02/20 bruce@bfallon.com resident member Karen Goodman 723-7291 **Expires:** 06/30/21 1925 Twelfth Street 231-309-1705 (work) Appointed: 09/17 karengoody22@gmail.com interest member Valarie Bergstrom 398-0742 Expires: 06/30/22 1224 Critter Trail Appointed: 06/14 vabergstrom@outlook.com **TREASURER** at large member Barry Lind 398-0307 (home) Expires: 06/30/22 532 Fourth Street Appointed: 06/10 barrylind@yahoo.com SECRETARY interest member Tamara DePonio 231-357-6363 Expires: 06/30/23 387 River Street 231-943-2338 (work) Appointed: 05/17tdeponjo@4frontcu.com interest member Jodi Walter 616-886-8941 (work) Expires: 06/30/23 2141 Stronach Rd Appointed: 06/19jodiw@lrcr.com at large member

### **Downtown Development Authority continued**

Caitlyn M Berard DDA / Main Street Director 70 Maple Street 398-3262 (work)

### Membership Requirements:

- At least 5 must have an interest in property in the downtown district.

- At least 1 member shall be a resident of the downtown district, if 100 or more people reside within it.

### DOWNTOWN DEVELOPMENT AUTHORITY CITIZENS COUNCIL

Purpose: Advisory board to the DDA and the City of Manistee in the adoption of the development or tax increment financing plans. (Council must have at least 9 members)

Paul Gavlinski 80 Washington St., Unit 16	233-2543	Appointed: 05/19
VACANCY		Appointed: 00/00

paul.gavlinski@gmail.com

Dennis terHorst 723-9973 Appointed: 05/19

63 Clay St.

dthcommunicraft@att.net

### Membership Requirements:

- Must be a resident of the downtown district.
- Must be at least 18 years of age.

### TRANSFER AGREEMENT

**THIS AGREEMENT** is entered into by and between the City of Manistee Downtown Development Authority (DDA) of 70 Maple Street, Manistee, Michigan 49660, and Little River Holdings, LLC (Little River), of 2608 Government Center Drive, Manistee, Michigan 49660.

**WHEREAS**, the DDA is the owner of real estate (the "premises") commonly described as 285 River Street, Manistee, Michigan 49660, and legally described as located in the City of Manistee, County of Manistee, State of Michigan, to-wit:

Part of Lots 1, 2 and 7, Block 7, Filer and Smith's Addition, commencing 16.7 feet West of the Northeast corner of Lot 1, Southerly along the West line of US 31 to the West line of Lot 7, North 35.3 feet, West 31.35 feet, North to the North line of Lot 2, East 80.89 feet to the point of beginning. Parcel No. 51-51-448-712-01

**WHEREAS**, the DDA has agreed to transfer the above-described real estate to Little River, for One (\$1.00) Dollar, under the terms and conditions of this Transfer Agreement.

WHEREAS, Little River has agreed to accept the transfer of the above-described real estate under the terms and conditions of this Transfer Agreement

### NOW, THEREFORE, IT IS HEREBY AGREED AS FOLLOWS:

- 1. That the DDA shall transfer to Little River the premises described above for the payment by Little River to DDA of \$1.00 and subject to the remaining conditions set forth in this agreement.
- 2. The property, after transfer, shall remain or be placed on the property tax roll and shall be subject to DDA Tax Increment Financing capture.
- 3. Little River agrees that it is accepting the property in an AS-IS condition, subject to all flaws. Little River acknowledges that it has been provided with *Qualifications and Cost Proposal for City of Manistee Environmental Assessment and Consulting Services DDA Former American Cleaners Property;* and has had the opportunity to conducts its own environmental inspection of the property. The property is the former location of a dry cleaner business and there exists certain environmental contamination upon and within the property, which has been disclosed by the DDA to Little River, to the extent known. Little River is accepting the property in its current condition and understands that the DDA shall not be responsible for any cleanup or remediation associated with the property and agrees to waive any such claim against the DDA.
- 4. The transfer by the DDA of the premises is being made by the DDA Board after considerable deliberation and a determination that the planned improvements of the

Downtown Development District by Little River will be a benefit to the whole district and enhance and improve both the aesthetic and functionality of the Downtown Development District, in the spirit of the Michigan State University Study commissioned by the DDA. "To make this a welcoming and vibrate and obvious extension/ start of the downtown" quoted from the MSU Study – Community Visioning presentation May 2018.

- 5. Little River and/or its partners agree to commit at least \$86,641.09 to the further development of the premises, which commitment is further subject to the following:
  - a. The financial commitment shall be met within three (3) of the date of this agreement.
  - b. Little River shall supply to DDA verification of the money expended by actual receipts, bills, or other records. The expenditures shall be for outside contractors, supplies, or materials, but not administrative costs of Little River.
  - c. Little River shall retain all accounts, documents, and records associated with the financial commitment described in this section, until three (3) from the date of this agreement
  - d. That should Little River fail to comply with a request for verification from DDA within ninety (90) days of the request, or records supplied do not establish that the amount required to be expended in this paragraph 5 has been so expended, the failure shall be considered a breach of a material provision of this agreement.
- 5. Should Little River breach this agreement it shall forthwith pay to the DDA \$86,641.09, plus any costs and attorney fees incurred by the DDA to collect said sum. This agreement shall be null-invalid up provision of documentation providing \$86,641.09 by Little River and or its partners, on this property.
- 6. The parties signing this Transfer Agreement represent and warrant that they have been authorized to sign by their respective organizations.

Dated:	DOWNTOWN DEVELOPMENT AUTHORITY
	By:
	Kyle Mosher, DDA Chairperson

Dated:	LITTLE RIVER HOLDINGS, LLC
	By:
	PRINT NAME:

# Strategic Planning Workshop-January 8, 2020

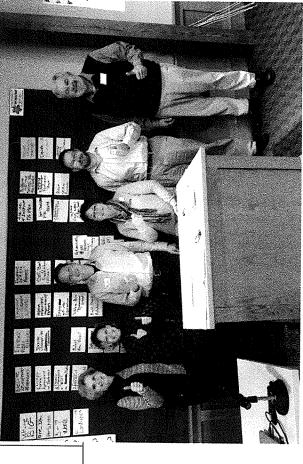
"What actions does the Manistee DDA need to take in the next 12-18 months to move the DDA forward?"

IMPI	ROVE DDA ORGAN PROCESSES	IMPROVE DDA ORGANIZATIONAL PROCESSES	INCREASE PUBLIC RELATIONS	INCREASE COLLABORATIVE EFFORTS	FINALIZE AND IMPLEMENT TIF PLAN	SUPPORT VIABILITY AND SUCCESS OF STAKEHOI DERS	DECIDE OUTSOURCING STRATEGY
As illustrated by:	ated by:	As illustrated by:	As illustrated by:	As illustrated by:	As illustrated by:	As illustrated by:	As illustrated by:
<ul> <li>Clarify Board</li> </ul>	y Board	<ul> <li>Act decisively &amp;</li> </ul>	• Increase	• Improve	• Get	• Increase	• Decide DDAs
Expec	Expectations	take action	visibility in	relationships	Develonment	stakeholder	role in events
(internal)	nal)	<ul> <li>Adapt to Change</li> </ul>	the	& regain trust	Plan adopted	participation	Develop
<ul> <li>Clarify</li> </ul>	<ul> <li>Clarify External</li> </ul>	• Laser Focus on	community	with partners	• Develop	"Buy in"	Housing
Board	Board Expectation	Mission	<ul> <li>Adopt New</li> </ul>	<ul> <li>Engage with</li> </ul>	Bonding Plan	Retain existing	Strategy/
<ul> <li>Priorit</li> </ul>	<ul> <li>Prioritize and/or</li> </ul>	<ul> <li>Prioritize our</li> </ul>	Brand	other	• Improve visual	Businesses	Contract
elimin	eliminate tasks or	Resources	• Celebrate our	organizations	appeal of		
progra	programs not	(tasks)	successes &	<ul> <li>Utilize other</li> </ul>	River Street		
covere	covered today	<ul> <li>Give Direction to</li> </ul>	strengths	Resources			
• Empo	<ul> <li>Empower staff to</li> </ul>	resources	Develop PR	(external)			
promo	promote success	• Empower the	Campaign	Build Chamber			
• Hold v	<ul> <li>Hold work sessions</li> </ul>	Exec. Director	<ul> <li>Build Pride in</li> </ul>	Relationship			
for dis	for discussion	• Resolve	the DDA	-			
<ul><li>Seat 2</li></ul>	<ul> <li>Seat 2 new board</li> </ul>	Committee					
members	ers	Structure		A.A. Section of the S	Little Control of Cont		
<ul> <li>Finalize</li> </ul>	a)			one Dec Spirits	The second secon	Table (	
Organ	Organization			1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1		Alphoto kina and and and and and and and and and a	
Structure	ure			A MANGE A TOTAL OF THE COLUMN ASSESSMENT OF TH	Tables & Tab	Towns	

Facilitators: Mary Reilly, Educator (reillym8@msu.edu) Bethany Prykucki, Educator (prykucki@msu.edu)

Michigan State University Extension | www.canr.msu.edu/outreach

MICHIGAN STATE Extension



# Manistee Downtown Development Authority 2020 Strategic Planning Session January 8, 2020

### With Assistance from Michigan State University Extension

Mary Reilly, Manistee County, Educator <a href="mailto:reillym8@msu.edu">reillym8@msu.edu</a>
Bethany Prykucki, Kalkaska County, Educator, <a href="mailto:prykucki@msu.ed">prykucki@msu.ed</a>



On January 8, the Manistee DDA board and Executive Director gathered at the Manistee City Hall to prepare for the year ahead. As a part of the strategic planning process, Michigan State University Extension facilitated exercises to consider the past, present and future actions of the Manistee DDA. The responses from those exercises are below.

The resulting 2020 "strategic plan" is a simple, one-page document that the board can refer to throughout the year that answers the question "what actions does the Manistee DDA need to take in the next 12-18 months to move the needed to move the DDA forward".

# 1. Thinking back over the last few years, what opportunities for improvement exist?

- Ebb and flow of responsibilities between staff and board
- Organizational structure and support for the position
- Expectations for the director-
  - Checks, meetings?
  - Feeling behind/not aware
- Board support of the Director
- "Shadow Board" Exec. Committee
- Main Street legacy issues
  - Committee Structure
- Committees unrelated and outside of staff
- Committees operate with a lack of board education
  - Long lists
  - What role does staff have?
- Inefficient board meetings- in relation to legacy committee structure
- Fundamentals- Events? Fundraising? Marketing? Bricks & Mortar
- Board tendency to "get in the weeds"
- Committee roles, staff support (or not), direction from DDA
- City Council direction to the DDA (lack of input from council)
  - Events? Bricks & Mortar
- Public Relations with the community about the DDA
  - Positive news/involvement
- Being more visible- attending events, "community partner"
- Demonstrate the <u>Value</u> of the DDA/"the heart and soul of our community"
- Strengthen the function of the DDA
- Dysfunction in the DDA
  - Turnover of directors
  - Management by the board (micro-managing)
- Empowering the director
- "Minutia" on agenda- what can the director do?
- Longer tenure of director
- Guard against burn-out or overload of the director

### 2. If the next 12-18 months are wildly successful, what have we accomplished?

- Building relationships with businesses/community
  - ♦ Engagement
- Demonstrate DDA is moving forward & impacting Manistee positively
- Board growth
- Continuing to deal with conflict in a healthy way as a board
- Allow DDA director to be successful/independent
- Better community partner
- 2 Anchor projects completed (opposite ends)
- 2 new members
- New ideas/input
- More TIF collected
- More successful small business owners (3-5)
- Help DDA be more informed & efficient
- Accountability
- Highly functional partners, getting things done, etc.
- Rebuilding trust

# 3. In what ways will you contribute to the success and momentum of these actions?

### Kyle

- Recruit potential board members
- Meet with council members and chamber board members & collaborative efforts
- Support Executive Director

### Thad

- TIF Agreement- Advocate with council members
- Board Members- review apps & make recommendation to council on 2/4
- Collaborative efforts- schedule meetings with DDA, CVB, COC, County, City
- Budget process- CFO as resource for DDA ED

### Barry

- I will work with Caitlyn to help her develop her first DDA budget
- I will try to identify potential board members

### Caitlyn

 Develop budget process- meet with committee chairs, meet with Tom (interim) on last year's process, provide board with adjusted budget

- WSCC parking- meet with Crystal for updates & negotiations
- TIF- physical locations, attend public hearing
- New board members- binder, tour with partners

### Valarie

- Work with Caitlyn on budgeting process
- List day to day responsibilities of DDA, give to Caitlyn
- Contact accountant to detail expenditures from prior year

### Karen

- Meet with city staff & city council for TIF (be available for questions at meeting. Promote approval of TIF- talk with city council members
- Agreements- provide outlines of "other" agreements established by DDA to build templates
- Participate in work sessions- help to support & bring new members to board
- Increase collaboration- Ongoing promotion of DDA & practicing with a collaborative manner and building trusting relationships with current and potential partners

DOA ZOLA-ZOLY Proposed Budget	•	2016-2017	20	2017-2018	2018-2019	2019-2020	2020-2021	2020-2021
TIF Revenue	₩.	Budget 271,622.00	s	Budget 259,077.00 \$	Budget 262,667.00 \$	Budget 251.884.00	Budget	Notes
Delinquent Personal Property Taxes Delinquent Taxes								
Total TIF Revenue	₩	271,622.00	\$	\$ 00.770,02	262,667.00 \$	251,884.00		
Small Taxpayer Exemption on Personal Property	₩.	18,560.00	<b>\$</b>	18,000.00 \$	20,000.00 \$	20,000.00		
Misc. Rev								
Interest Income Event Merchandise	vs v	115.00	·γ··	100.00	100.00 \$	200.00		
Misc. Income	ን ‹›	1 1	ሉ ህ	Λ· 4Λ	2.000.00 \$	2 000 00		
Loan Application Fees	∙ •∧-	1	· vs	,		2,000.00		
Hanging Baskets Sponsors	\$	•	₩.	,	,			
Tree Sponsors	<b>4</b> 5 +		ψ.	\$\$ ·	•			
Holiday Decoration Sponsors	s, t	•	φ.	<b>⋄</b>	•			
Grants Fund Balance	љ v		ᡐ᠊ᡐ	· ·	• •			
Total Misc. Revenue	\$	115.00	\$	100.00 \$	2,100.00 \$	2,500.00	******	
Total Revenue	v	200 207 00	Į	2 00 555 556	* 00 101 100			
			}	-	¢ 00:/0//507	274,384.00		
Keguired Expenditures								
Payroll	<b>ب</b>	(80,655.00)	S	65,000.00 \$	\$ 00:000'59	110,000.00 \$	110,000.00	
Nelocation	s +	ı			•	\$	1	
Admin			\$			\$	,	
bond Payment	<b>.</b>	(139,750.00)	\$			137,700.00 \$	i	no current bond payment for upcoming fiscal year
Insurance	vs ·	(1,800.00)	ν.			2,350.00 \$	3,000.00	will additionally include employee bond
bank service unarge	S		\$	- 1		100.00	100.00	
i otal Kequired		(222,205.00)		\$ 00:006'902	206,900.00 \$	250,150.00 \$	113,100.00	
Office Related								
Phone	ℴ	(1,200.00)		ςs	,	300.00	r	
Meeting Refreshment	\$		s	<b>₹</b> \$	<b>⋄</b>	300.00	1	
Credit Card	<b>\$</b>	(200.00)	\$		200.00	,	•	
raining	φ.	(200:00)	s		1,250.00 \$	1,250.00 \$	2,000.00	To include Exec. Director and Admin Toolbox sessions. summits. leadership. course
Frinting & Reproduc	φ.	(250.00)	s		250.00 \$	250.00 \$	250.00	
WISC	s.	(300.00)	❖		300.00	300.00	300.00	
Wempersnip due	v	(750.00)	·s		430.00 \$	\$ 00.009	900.00	To include: Manistee Area Chamber of Commerce. MEDA, CEDEM
Advertising	Ş	(300.00)	s	300.00	300.00	300.00	300.00	To include: job opportunities. Jegal notices
Rent	ℴ	(00.000'9)		45	\$ '	•		
Postage	❖	(350.00)	\$	350.00 \$	350.00 \$	300.00	100.00	
Office Supplies / Equip	<b>∽</b> +	(1,500.00)	-Λν		1,000.00 \$	1,000.00 \$		To include: New laptop, Filing System, Office Supplies
Travel Business Fron	ဟ	(1,000.00)	·s	1,000.00 \$	1,000.00 \$	1,000.00 \$	1,000.00	To include: gas reimbursement
Total Office Expenditures	v	(42 250 00)	Į	\$				
	٨	(12,350.00)	<b>ሳ</b>	5,080.00 \$	5,080.00 \$	\$,600.00 \$	6,350.00	
Prof. Services			,					
Accounting			S	3,000.00 \$	\$ 00.000,5	\$ 00:000'5	5,000.00	

ירטר טרטר	ZUZU-ZUZI Notes									65 000 00 See City Service Agreement		To include: Paverwork \$40,000, painting \$3,000			Developent and TIF admin: \$40,000 for streetscape update and refribusement	Includes Hanging Baskets. Watering now included in City Service Agreement	Within City Service Agreement	Labor within city service agreement	As indiciated in TIF admendment + \$20,000 in River Façade and Deck Grants +\$100.						PR Goal? - Similar number to nest involved amounts				Development and TIF admin: \$30,000 Rental Rehab Program?				Development and TIF admin: Property Aquis			Development and TIF admin:	Development and TIF admin:	Development and TIF admin:		a el			
ייטר טרטר	Sudget	,	2,500.00	,	,	ī	1,500.00	9,000.00		65 000 00	-	43,000.00	108,000.00		(1)	4,000.00	<b>T</b>	3,500.00	30,000.00	25,000.00	62,500.00		,		2 000 00					ţ	t	T	3	,	200.00	40,000.00	50,000.00		112,500.00		•		
, מנטר מוטר		\$	2,500.00 \$	٠,	\$	٠,	1,000.00 \$	\$, 00.005,8		22,000,000 \$		28,400.00 \$	50,400.00 \$		\$	13,000.00 \$	18,000.00 \$	\$,500.00 \$	10,000.00 \$	25,000.00 \$	74,500.00 \$		•	• •	• •	• • • • •		٠ ٠	· \$	\$\$ '	<b>\$</b>	\$	78,000.00 \$	٠٠	\$ 00.005	\$	₩.	₩.	\$ 00.005,87		<b>*</b>	\$	ς.
2018, 2010	Budget	\$	1,500.00 \$	٠,	٠	٠	750.00 \$	7,250.00 \$		22.000.00		,	22,000.00 \$		٠,	13,000.00 \$	18,000.00 \$		10,000.00 \$	\$ -	49,000.00 \$		•	800.00	2.000.00	٠,	∙ •∕›	φ.	·	ςs.	\$	\$	<b>ب</b>	\$ -	400.00				3,200.00 \$		<b>φ</b> τ	s .	<b>γ</b>
2017-2018	Budget	00.00	1,750.00 \$	\$	\$	\$	1,000.00 \$	6,250.00 \$		22.000.00		,	\$ 00:000.22		\$ '	13,000.00 \$	18,000.00 \$	\$,000.000,8	10,000.00 \$		\$ 00.000,64		٠,			٠			200.00	\$ 00.005	\$		\$	\$	\$ 00.006				1,900.00 \$		<b>5</b> 0 (	^ +	·
		\$	\$ (00	\$	\$	\$ (00		\$ (00			· 45	₩.	\$ (00		δ.			\$ (00			\$ (00		S	· vo	∙ •∕			00)		\$ (00			s	s					\$ (00				٠ •
7105-3017	Budget		(1,500.00)		•	(250.00)	(750.00)	(2,500.00)		(10,000.00)			(10,000.00)		•	(8,000.00)	(18,000.00)	(10,000.00)	(8,000.00)		(44,000.00)			٠	•	(3,000.00)		(375.00)	(200:00)	(200:00)	(1,000.00)			1	(00.006)				(6,275.00)		1,000.00	, 000	T,000.00
DDA 2010-2019 Proposed Budget		TIF Plan Redevelop	Annual Audit \$	Local Banks (\$25,000 Loan)	IRP Loan Program	Revolving loan Fund		Total Professional Services	Maintenance	_	Cross Walks	Downtown Maintenance \$	Total Maintenance	Beautification	Trees \$	ets + Watering		Holiday Decorations \$		budget is transfer to property acquisitio	Total Beautification	Projects	Loop Signage \$	Parking Signage	Downtown Map	Window Wraps \$	Historic Tour Plaques	Redevelopment Liquor Licenses	Marketing & Incentivizing Residental Space			other	Property Acquisitions \$	er's Market		Riverwalk Capital Improvements Plan	WSCC Riverwalk Plaza	Intersection Enhancement	Total Projects \$		Volunteer Appreciation \$		oral volunteer expenditures

# Advertising

2020-2021.	Notes				Development and TIE admin. includer \$10,000			D.			·		0	0	] [:	al.			1			I			I		(6	m			I					ı		
2020-2021	nagnna	•			1 500 00	3,000,00	2 500 00	2,000.0		1 000 00	-		8,000.00	419,450.00		(419,450.0	,	٠	ř.	1	•	•	,	ar	,	46,671.67	(31,463.19)	15,208.48	ī	•	1	12 144 00	(16,765.66)	(4,621.66)	1	•	×	
2019-2020 Budget	> -	· ·	,			,	2 00 000 5	300.00%	000	\$ 00 005			5,800.00 \$	473,450.00  \$	4 (00 000)	(199,066.00) \$ (419,450.00)	٠		\$ ·	\$	\$	\$	\$	,	\$	33,500.00 \$	21,500.00 \$	12,000.00 \$	\$	· 55	\$	15.000.00			٠,	٠.	\$	
2018-2019 Budget	S -	Դ <b>•</b>		. 40	,	,	2 500 00 \$	\$ 00.005,	* * * * * * * * * * * * * * * * * * *		,		7,800.00 \$	301,230.00 \$		¢ (nn'ca+'aT)	6,300.00 \$		2,000.00 \$		(1,000.00) \$	\$	,	\$ (00.005)	\$ (00.005)			12,000.00 \$	\$ 00:005		3,000.00 \$	21.500.00 \$			<b>\$</b>	s.	s	
2017-2018 Budget	\$ -	,		٠,		. 401	3.100.00	300.00	· •	1.000.00	٠		4,400.00 \$	295,530.00 \$	(10 253 00) ¢	¢ (nn.ccc'or)	6,300.00 \$	(4,329.00) \$	1,971.00 \$		- 1	340.00 \$	\$	\$ (200.005)	\$ (00:005)		(21,500.00) \$	12,000.00 \$	\$,500.00\$	\$ (00.005'9)	3,000.00 \$	21,500.00 \$	(20,000.00) \$	1,500.00 \$	· ·	·	ι '	
	S	ν.	₩.	S	v	\$				ν.			÷	\$	v		٧x	\$	❖	Υ> +		s	<b>⋄</b>		\$	\$	s.	S	\$	\$	\$	\$	\$	s	₩.	s t	ᠬ	
2016-2017 Budget	,	•	•	6			(4,000,00)	(1,300.00)	(5,000.00)	(200.00)	(100.00)		(10,900.00)	(307,230.00)	(16 932 00)	ואינייייייייייייייייייייייייייייייייי	8,500.00	(5,700.00)	2,800.00	1,500.00	(2,500.00)	(1,000.00)	r	(200.00)	(200.00)	33,000.00	(25,000.00)	8,000.00	9,500.00	(6,500.00)	3,000.00	21,500.00	(20,000.00)	1,500.00	10,000.00	(5,000.00)	5,000.00	
20	₩.	∙ 45	\$	s	\$	₩.	₩.	₩.	₩.	٠.	\$	\$	\$	\$	v	>	\$	↔	\$	ν. τ	Λ.	S	⋄	s	❖			s	↔	\$	₩.	φ.		\$	₩.	w 4	<u>ሉ</u>	
DDA 2018-2019 Proposed Budget	Revenue Co-Op	Promo Expense Pass Through	Co-Op Advertising	Database	Promotions PSA's	PR	Advertising	Newsletter + Mailing	Retainer for Rightside Design (promotions)	Website Redevelopment	MSDDA Website (hosting)	Downtown brochure	Total Advertising	Total Expenditures	Income/Loss before Events		Events Wine & Chocolate Walk Rev	Wine & Chocolate Walk Exp		Frostbite Sponsorships	riostolte saturady exp		Side Walk Sales Rev	Sidewalk Sales Exp		Hops & Props Rev	Hops & Props Exp		Boos, Brews & Brats Rev	Boos, Brews & Brats Exp		Sleighbell Weekend Rev	Sleighbell Weekend Exp		Red White & Blue Rev	Red White & blue Exp	*	

2020-2021 Notes	00104								12,127.01 \$ 10,452.29 event allocated in Development and TIF admin: \$5,000
2020-2021 Budget	17955		•			(2,634.53)	(134.53)		10,452.29
2019-2020 Budget	\$ -	\$ -	,	* S	6,475.00 \$	(6,347,99) \$	127.01 \$		12,127.01 \$
2018-2019 Budget	(5,000.00) \$	\$ -	1,100.00 \$	\$ -	· · ·	\$ .	٠,		16,500.00 \$
2017-2018 Budget	\$ (200.00)	\$ (00:05)	\$ 00.00 \$	200.00 \$	<b>ν</b> , ,	۸ .	,		18,511.00 \$
	\$	\$	ss ss	\$	·›	^	vs		v
2016-2017 Budget	-		(1,700.00)	(1,700.00)	ŧ	٠	•		\$ 17,100.00
7	∽	₩.	ψv	\$	<b>ب</b> ب	٠	v		·γ
	GIF Manistee Exp		Men's & Ladies Night Rev Men's & Ladies Night Exp	Other Event	Spark Rev Spark Exn			C	Event income/ (Loss)

37.00 \$

158.00 \$

167.00

Total Income/(Loss)

The table below outlines the project name, description and estimated cost for those projects identified by the DDA Board.

Under the Project Name, the project will be identified as EDS if it is identified as a goal within the City of Manistee Economic Development Strategy. This document, prepared by Place + Main Advisors July 2019; is a living document adopted by the DDA on October  $9^{th}$ , 2019.

**Table 1** Estimated Cost and Phasing of Improvements

Project Name	Description	Probable Cost
	Riverwalk	
be a destination and driving fac	neeting its capacity to draw visitors downtown. tor for the business district with the scenic wa In order to become a destination feature, busine have a river orientation.	lks near the Manistee
River Façade and Deck Grants EDS: Facade	Provide funds to establish a cost-sharing grant program focused on the renovation of buildings facades along the Manistee River and adjacent decks that tie into the Riverwalk.	\$400,000
Dock Installation and Maintenance EDS: Façade	Funds to maintain docks and provide for the installation of new docks to encourage transient boaters to dock and access the downtown for shopping, dining and entertainment.	\$100,000
Conceptual Plans and Pre- Development Studies EDS: Placemaking	Funds that can be used by the DDA to assist with conceptual planning and predevelopment studies for properties along the Manistee River.	\$50,000
Riverwalk Capital Improvements EDS: Placemaking	Funds for capital improvements of the Manistee Riverwalk	\$750,000
WSCC Riverwalk Plaza	Funds for the enhancement of the Riverwalk adjacent to the WSCC property	\$250,000

Project Name	Description	Probable Cost
According to MDOT Annual Avintersection of River Street and Manistee, and it should be reco	Gateway to Downtown verage Daily Traffic report, nearly 16,000 v Cypress Street. This intersection is the primanfigured as such.	ehicles pass through the iry gateway to downtown
Intersection Enhancements EDS: Placemaking	Funding available for the enhancement safety, engagement and activation of tintersection indicated in the MSU Study.	

Project Name	Description	Probable Cost
additional 25 years. Improving	Streetscape treet needs to be maintained, improved and opedestrian traffic flows, aesthetics, providing 21 ally on River Street is important to offering a qua	1 <sup>st</sup> century amenities,
Update and Refurbishment of Streetscape EDS: Placemaking	Improvements to the existing streetscape to possibly include efficient LED lighting, public Wi-Fi, and sound system. Most of this funding is targeted for the repair or replacement of existing streetscape infrastructure.	\$1,450,000

Project Name	Description	Probable Cost
resources to redevelop. Addit	Redevelopment Projects elopment Plan there are several propionally, the east side of the district contact attention the west end of the district e blight.	ains most of the available parking
Property Acquisition EDS: Place: Housing: 2	Provide funds to acquire propert the district when opportunities a downtown area for the purpose of redevelopment efforts on the pro	rise in the f directing

Project Name	Description	Probable Cost
assist private property owners	Downtown Building Programs to the public infrastructure (public realm), fur in the renovation, preservation, and repurpodes, compliance with building and fire codes, stories for residential apartments.	sing of buildings. These
Façade Program EDS: Facade	Annual allocation of funds to assist proper owners with façade improvement consistent with the Secretary of Interior Standards for historic renovations.	ts
WSCC Façade Enhancements	Funds for the façade enhancements of the new WSCC buildings in the Downtow District.	
Rental Rehab Program EDS: Target Vacant Buildings	Provide cost-sharing funding to propert owners for conversion of underutilized of functionally obsolete space for new apartments.	or ,

Project Name	Description	Probable Cost
	Promotion, Marketing, and Events	S
The downtown is a collection of in	dividual businesses that advertise	and market their specific services
and merchandise. The DDA's rol	e is to market and promote the	overall downtown area and the
facilitation of events.		

Marketing of the Downtown Development District EDS: Business Development	This entails a professional approach to promotion of the DDA district.	\$250,000
Events EDS: Business Development	This entails the marketing / facilitation and/or support of events within the DDA district.	\$125,000

Project Name	Description	\$550,000 \$100,000 \$375,000 \$2,750,000		
	Administrative			
Downtown Decorations EDS: Placemaking	Provide funding for downtown beautification including the annual flower boxes, holiday decorations, banners, etc.			
Parking Management	Funding availability for parking-related issues such as signage, studies, and enforcement.			
DDA Admin Expenses	Office expenses			
DDA Administrative payroll and contracted services	Funding for DDA staff including contracted services.			

Note: The scope and cost of the project may vary depending on the final design of each component. Project descriptions reflect the overall scope of the projects envisioned by the Manistee DDA. The DDA recognizes that market forces, private investment, future public-private partnerships, and legislative amendments may result in changes to the final design and cost, consistent with overall concepts embodied in this Development Plan and Tax Increment Financing Plan.

# 2E A Statement of the Construction or Stages of Construction Planned, and the Estimated Time of Completion.

The DDA Board met to review the results of the board prioritization survey and discuss the extent, probable cost and timing of projects and programs. The table below outlines the project name, description and priority and timing assigned for those projects by the DDA Board. Overall summary of the proposed development plan projects and programs is:

### Table 2A

Allocations and timeline for Priority Projects

DDA TIF PROJE	CTS BU	DGET									
			PRIC	DRITY/ALLOCATIO	N		-				
PROJECT CATEGORY	ŀ	High (1-5 yrs)		Medium (6-10 yrs)		Low (11-20 yrs)		(21-25 yrs)		TOTAL BUDGET (25 yr plan)	
Riverwalk	\$	550,000	\$	400,000	\$	550,000	Ś	50,000	OF CHICAGOSTIC	1,550,000	
River Façade & Deck Grants	\$	100,000	\$	100,000	\$	200,000	\$		S	400,000	
Dock Install/Maintain	\$	_	\$	50,000	\$	50,000	\$		Ś	100,000	
Concept Plans	\$	_	\$	50,000	\$	-	\$	-	Ś	50,000	
Riverwalk Capital Improvements	\$	200,000	\$	200,000	\$	300,000	\$	50,000	Š	750,000	
WSCC Riverwalk Plaza	\$	250,000	\$	-	S		\$	30,000	Ś	250,000	
Gateway to Downtown	\$	100,000	\$	100,000	Ś	-	Ś		5	200,000	
Intersection Enhancem.	\$	100,000	\$	100,000	\$	_	\$	_	5	200,000	
Streetscape	\$	200,000	\$	400,000	Ś	800,000	Š	50,000	Š		
Update & Refurbishment	\$	200,000	\$	400,000	Ś	800,000	Ś	50,000	\$ \$	1,450,000	
Redevelopment	\$	100,000	Ś	100,000	Ś	200,000	Š	100,000	S	1,450,000	
Property Acquisition	\$	100,000	\$	100,000	\$	200,000	\$			500,000	
Downtown Bldgs	s	800.000	Ś	300,000	Š	500,000	S	100,000	\$	500,000	
Façade Program	\$	150,000	Š	150,000	\$	200,000	\$	100,000	\$	1,700,000	
WSCC Façade Enhancements	\$	500,000	Ś	-	\$	200,000	\$	100,000	\$	600,000	
Rental Rehab Program	\$	150,000	\$	150,000	Ś	300,000	\$	-	<u>ې</u>	500,000	
Promotion, Marketing & Events	S	75,000	Ś	75,000	Š	150,000	\$		\$	600,000	
Marketing	\$	50,000	\$	50,000	\$	100,000	\$	75,000	\$	375,000	
Events	s	25,000	\$	25,000	\$	50,000	\$	50,000	\$	250,000	
ADMIN	Ś	735,000	Ś	735,000	Š	1,570,000	ş S	25,000	\$	125,000	
Downtown Decorations	\$	110,000	\$	110,000	\$	220,000	4000000	735,000	\$	3,775,000	
Parking Management	\$	-	\$	110,000	\$		\$	110,000	\$	550,000	
DDA Admin Expenses	\$	75,000	\$	75,000	<u>\$</u> \$	100,000	\$		\$	100,000	
DDA Admin Payroll & Services	\$	550,000	\$	550,000	\$	150,000	\$	75,000	\$	375,000	
TOTALS	Ś	2,560,000	Ś	2,110,000		1,100,000	\$	550,000	\$	2,750,000	
October 24, 2019		gh (1-5 yrs)	The state of the s	2,110,000 edium (6-10 yrs)	2000	<b>3,770,000</b> -ow (11-20 yrs)	\$	1,110,000	\$	9,550,000	
	-	u ( 1.0)	1410	- (carami (0-10 yis)			Dec 3	(21-25 yrs)			
	1			The second section of the section of		The state of the s		ected TIF Revenue	\$	6,346,678	
							rro	ected Deficit	Ś	(3.203.322)	

### 2F. Parts of the Development Area to be Left as Open Space and Contemplated Use.

In reference to the public improvements outlined, open space within the DDA District and Development Area will be confined to rights-of-way, plazas, and parks within the District. Additional properties may be acquired by the DDA in the future to be developed to and used as "open" spaces. To increase engagement and activation of spaces if not already stimulated.

# 2G. Portions of the Development Area which the Authority desires to Sell, Donate, Exchange, or Lease to or From the Municipality and the Proposed Terms.

There are no parcels currently that the DDA plans to acquire, sell, donate, exchange, or lease from/to the Municipality, as part of this Development Plan.

### 2H. Desired Zoning Changes and Changes in Streets, Street Levels, Intersections and Utilities.

The Development Plan proposes no zoning changes proposed within the Development Area. The current zoning of "commercial" and "office" accommodates existing and future land uses in the subject area.

## 21. An Estimate of the Cost of the Development, Proposed Method of Financing and Ability of the Authority to Arrange the Financing.